



## NEXT GENERATION COMPETITION

### The topic for this year's Next Generation Competition is "Co-opetition" or in other words Cooperative competition.

Increasingly, the traditional notion of a successful business as a winner takes all contest or zero sum game is giving way to a realisation that any business is both competition and cooperation. This is especially relevant in the connected, networked world we live in where businesses must both cooperate and compete (sometimes concurrently) to create value.

At the core of World Tourism Forum Lucerne is a belief that the organisations are most successful when the CEO's and the next generation work in tandem. The combined and total effort of the CEO's and Next Generation participant in tandem is what we hope to celebrate and encourage with this competition. For any initiative to be successful, it has to be championed by the CEO and other leaders in the company and executed by the next generation participant. We believe a great way for



you as the CEO to make a difference beyond showing commitment towards talent management will be to actively encourage and mentor your nominated next generation participant to submit an entry on behalf of your organisation for the "Next Generation Competition". Next generation participants are defined as the current rising stars in their companies and recognised leaders of tomorrow.

We are delighted to invite and welcome submissions of original, innovative concepts on "Co-opetition" that can be readily implemented in the travel, tourism and hospitality industries. The competition will choose the best concept from the submitted entries that showcase how "Co-opetition" can enable relationships through information sharing and create other finite benefits for organisations.

*"Co-opetition," is this new perspective that requires companies to capitalise on relationships in order to create value, identify new market opportunities and develop effective business strategies.*

## SWEEPSTAKES AND PRIZE ON OFFER

ONE chosen winner in the Next Generation Competition will be significantly awarded with:

### Advisory Board Membership

The winner will be offered an invitation to join the Advisory Board of WTFL giving them the unique chance to shape the Forum's future as well as personally collaborate with the esteemed members of the Board.

### Opportunity to meet Deutsche Hospitality CEO and Free participation to WTFL 2019

The 3 top-ranked participants will receive vouchers from Deutsche Hospitality as well as a meeting with CEO Puneet Chhatwal. The winner will also have free participation for the next World Tourism Forum Lucerne in 2019.

### Media Profiling

The Winning entry will be profiled by the WTFL Media Partner as a "trail blazer" whose vision and concept can drive real results from co-opetition.

Further, WTFL's Next Generation Competition will invite all Next Generation participants to a special Next Generation Day on 3 May 2017 and honour all submissions by publishing their individual diversity recommendations, curriculum Vitae and contact details at the World Tourism Forum in Lucerne during May 4 - 5, 2017.



## WHY IS CO-OPETITION IMPORTANT AND WHY SHOULD YOU PARTICIPATE?

The quick pace of technological disruption and change in the networked economy mandates a much needed shift from an old world thinking to an emphasis on new alliances and a rethinking of traditional partnerships. These alliances and partnerships can be formed with customers, suppliers, competitors and complementor's in ways that increase value for all players.

The travel, tourism and hospitality industry exemplifies co-opetition in action. There are many recent examples that illustrate how key players in the industry are coalescing to form strategic alliances. These include hotels or airlines working together in order to retain their position in the market as well as a tourist destination exploring the roles of various actors in a co-opetition.

Either way, the dynamic business environment we operate in means that companies should challenge themselves to look "outside of the box" to develop their business by initiating, leveraging and redefining relationships with other players to create and capture value.

Despite the clear importance of co-opetition as a phenomenon in our industry, there has been insufficient previous research on this topic. In order to further explore and adopt the concept fully in our sector, using the Next Generation Competition, we hope to create an open library of ideas that bring forward new approaches on effectively embracing competition and cooperation in our industry and in doing so contribute to the existing business model.

# NEXT GENERATION COMPETITION BRIEF

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## EXCLUSIVE INVITATION TO PARTICIPATE

The Next Generation Competition is open only to an exclusive, select list of 15 CEO's and their respective organisations. The CEO's have been carefully chosen from a diverse pool of sub sectors within the travel, tourism and hospitality space and in particular for the efforts made to drive changes in shaping our industry.

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## NOMINATION

Every participating company and CEO is expected to nominate a Next Generation participant to represent their company for the Next Generation Competition. In turn, the Next Generation participants will need to submit their ideas as a concept paper on how to leverage, foster and implement "Co-opetition" in our industry.

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## SUBMISSION

Next Generation participants are asked to develop an innovative and not yet implemented, future oriented "Co-opetition" concept. Prior discussions and brainstorming with HR, strategy specialists or CEO's within the company are more than welcome. To qualify for submission to the Next Generation Competition, the entry needs to be submitted as a word document of 3-4 pages. Where possible the idea needs to:

- Hold wide appeal for the travel, tourism and hospitality industry
- Be directly applicable in organisations (practical) as well as innovative
- Be Future-oriented and not yet tested

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## JURY SELECTION AND NEXT GENERATION DAY

All submitted recommendations will be closely reviewed by an internationally appointed high level jury consisting of top leaders of World Tourism Forum Lucerne, Partner Members and Leading experts. The Next Generation participants will discuss the different concepts and their opportunities on a special Next Generation Day (3 May 2017 in the Hotel Steigenberger Bellerive au Lac in Zurich).

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## AT THE FORUM

The Next Generation participants, together with their CEO, will attend the World Tourism Forum Lucerne as a team during 4 - 5 May 2017. And, together we believe you can shape the industry's agenda, design new strategies and create a shared vision for the future of tourism.

# IS THE NEXT BIG IDEA YOURS?

If you have the next big idea and the will to follow it through, 2017 may just be the year you make it a reality. So what's stopping you? Sign up as a company and nominate your Next Generation participant to the World Tourism Forum Next Generation Competition.

## ABOUT WORLD TOURISM FORUM LUCERNE

World Tourism Forum Lucerne is a highly exclusive, independent and global platform where the top Management of hospitality, tourism and leisure companies from around the globe can meet a selection of handpicked current and future leaders as Next Generation

Participants. World Tourism Forum Lucerne is unique in being the only global event in travel and tourism with a high priority and clear focus on the integration of tomorrow's industry leaders with the existing top management.

### OFFICIAL PARTNER

Deutsche Hospitality, is one of Europe's leading hotel companies. From its Head Office in Germany, the Group operates 125 hotels on three continents including 27 which are under construction or at the planning stage. The new umbrella brand combines three unique hotel brands under it including Steigenberger Hotels and Resorts, Jaz in the City and IntercityHotel. Deutsche Hospitality is an international and dynamic brand family and positions itself as an excellent host and an attractive employer that wows its staff across the globe. Deutsche Hospitality will be the Next Generation Partner of the World Tourism Forum Lucerne for 2017/2018.



## KEY DATES

Task	Key Dates
Concept submission to World Tourism Forum Lucerne	19 April 2017
Rating the best "Co-opetition" recommendations	April 2017
Next Generation Day	3 May 2017
Poster presentation during the Next Generation Day and the Forum	4 - 5 May 2017
Winner welcomed into the World Tourism Forum Lucerne's Advisory Board	June 2017

## THE ORGANISING COMMITTEE

An experienced team will be responsible for the implementation of the contest and their contacts are below for any questions:

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## World Tourism Forum Lucerne 2017 Next Generation Tandems



Company	Website	CEO/Minister/ Executive	Next Generation
<b>Deutsche Hospitality</b>	<a href="http://www.deutskehospitality.com">www.deutskehospitality.com</a>	Puneet Chhatwal	Nikolas Proch
<b>Europcar</b>	<a href="http://www.europcar.com">www.europcar.com</a>	Marcus Bernhardt	Sinduja Loganathan
<b>IATA</b>	<a href="http://www.iata.org">www.iata.org</a>	Paul Steele	James Wiltshire
<b>Kenya Tourism Board</b>	<a href="http://ktb.go.ke/">http://ktb.go.ke/</a>	Najib Balala	Jacinta Nzioka
<b>MaCher</b>	<a href="http://www.macher.com">www.macher.com</a>	Derek Hydon	Patrick Marsden
<b>Max Chocolatier</b>	<a href="http://www.maxchocolatier.com">www.maxchocolatier.com</a>	Patrik König	Ramona Odermatt
<b>Munich Airport</b>	<a href="http://www.munich-airport.de">www.munich-airport.de</a>	Michael Kerkloh	Benedikt Staudt
<b>MyClimate</b>	<a href="http://www.myclimate.org">www.myclimate.org</a>	René Estermann	Irina Ignat
<b>National Trade and Tourism Office</b>	<a href="http://travel.trade.gov">http://travel.trade.gov</a>	Isabel Hill	Brian Beall
<b>South African Tourism Board (SAT)</b>	<a href="http://www.southafrica.net">www.southafrica.net</a>	Sisa Ntshona	Mosilo Sofonia
<b>Swisscontact</b>	<a href="http://www.swisscontact.org">www.swisscontact.org</a>	Gabriella Crescini	Veronika Schanderl
<b>UNWTO</b>	<a href="http://www.unwto.org">www.unwto.org</a>	Taleb Rifai	Eunji Tae